



# URANO ECOSYSTEM



WHITEPAPER

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# INDEX

Introduction	04
Financial Area	05
Entertainment Area	07
Problems	08
Solutions proposed	10
Profit-generating activities of the ecosystem	13
Staking Utility	14
NFT Boosters	16
Staking Hubs	18
Targeted NFTs	21
URANO Tomorrow NFTs	23
URANO Launchpad	24

# INDEX

URANO centralised exchange (CEX)	25
Financing of green projects, business angels	27
NEXT	28
Shopping Space	30
Metaversus TV and tokenised advertising agency	32
Partnership NFTs	34
Content Creators NFTs	37
URANO Entertainment NFT	39
Urano Productions	40
Target Market	41
Disclaimer	42

# INTRODUCTION

In the complex evolution of the international cryptocurrency markets, URANO Ecosystem aims to become a point of reference for users and financial organisations looking for a future-oriented and effective project. A project that can share with its community of supporters the profits deriving from the activities forming part of the ecosystem, while guaranteeing security, professionalism and maximum protection for investors.

## FINANCIAL AREA



**Financial area:** all smart contracts in the ecosystem will be audited by Solidproof or Certik

The financial ecosystem includes:

**URANO utility tokens** to be used in the entire ecosystem. ERC-20 Ethereum network token.

**Secure and profitable staking** with important technical innovations.

**NFT booster** to increase staking APY.

**Staking hubs** that will generate URANO tokens for the next 5 years with a total APY of 411%.

Creation of the first targeted **financial NFTs** that will allow profits from a specific project to be shared over its lifetime.

Creation of a **DAO-type investment fund** called URANO Tomorrow, the profits of which will be shared with users through special financial NFTs, giving them the right to dividends and to vote on the transactions proposed by the team. Both tokenised real estate transactions and financial transactions involving works of art will be carried out, which will be tokenised to allow even small investors to participate.

**URANO Business Angel:** financing of green and innovative projects in exchange for shares or patents. The returns from these businesses are compounded over multiple decades.

**Launchpad** for the marketing of new financial assets – both tokens and NFTs – taking advantage of the URANO Ecosystem.

**URANO CEX exchange and URANO Blockchain:** a centralised exchange will be developed by 2024, with the simultaneous development of a layer 2 proprietary blockchain

**URANO debit card:** to allow users to quickly and easily monetise their digital assets stored within the URANO CEX, with maximum security and legality

During the development stage, the team will fulfill all the obligations for listing on the Zurich and Singapore digital stock exchanges

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# ENTERTAINMENT AREA



**NEXT:** the Metaverse of the URANO Ecosystem. Issuing of NFTs depicting customisable avatars, passes and items for use in play-to-earn games, NFTs of lands, buildings, accessories, means of transport. Everything needed to create a virtual world to be used and explored, and in which to shop or earn rewards in multiple ways.

**URANO Productions:** film productions. Two films have already been contracted. Holders of the specific financial NFTs will share the proceeds from the worldwide promotion and marketing of the film.

**Space Shopping:** e-commerce, both traditional and in the Metaverse. This will enable trading on the secondary market of any type of NFT in the ecosystem. All shops in the Metaverse will also autoMATICally have a free professional virtual space inside the shopping space, to make the virtual promotion action even more effective.

**Metaversus TV:** a new tv concept, visible both in streaming and digital terrestrial, which enables content creators to become equal partners in the profits collected from advertising on the videos they create and share on the platform.

**URANO Advertising:** the world's first tokenised marketing agency. Users will be able to purchase space on the TV programme schedule or advertising spots on their own by minting the NFT corresponding to the service chosen.

# PROBLEMS



- 🚀 Growing distrust in the world of cryptocurrencies due to the multiple scams caused by the lack of regulation in the sector and the still widespread anonymity of perpetrators.
- 🚀 Great difficulty for many real projects with enormous potential to raise the necessary funds on the market.
- 🚀 Volatility of digital assets still very high, with no price regulation mechanism to protect investors
- 🚀 Difficulty in linking crypto-projects to everyday life uses
- 🚀 It security is often insufficient, which keeps away big investors
- 🚀 Online shopping with descriptions and photos that limit the consumer's ability to evaluate the item of interest properly
- 🚀 Great difficulty for middle-class investors to invest in very valid and profitable business projects, which require large amounts of capital and specialised knowledge in order to access them.
- 🚀 Passive DEFI income is almost always paid in very volatile currencies subject to strong price fluctuations, not in stablecoins
- 🚀 No reporting on the activities carried out by companies operating in the digital asset market for the benefit of their investors



- 🚀 Content creators who publish videos on traditional social media platforms must have a large number of views in order to monetise their work properly. Otherwise, the remuneration obtained is nil or very low compared to the effort put in.
- 🚀 Difficulty for small and medium sized enterprises to access the visibility offered by traditional TV, since the minimum advertising investment packages required are annual and expensive.
- 🚀 Difficulty for investors to obtain a real profitable and lasting passive income, which would protect their capital from inflation and generate a good second income.
- 🚀 The experience in the traditional metaverse is little more than a nice videogame. It does not allow for socialising with friends or making purchases with a pleasant user experience. This prevents its mass development.

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# SOLUTIONS

The ecosystem will allow its investors to have multiple incomes:

## 🚀 Active income:

Appreciation of the token, achieved through mass marketing in public and private communities of crypto investors, planned throughout the development of the project and through the involvement in marketing campaigns of leading crypto-influencers - one for each target market - and social communities of crypto-investors and ambassadors.

The actions will be aimed at the European, American and Asian markets, also taking advantage of the marketing services offered by centralised crypto exchanges on which the URANO Utility Token will be listed, which will be selected in order to cover the greatest number of potential users.

Implementation of the URANO Ecosystem: the project is enhanced by a partnership with a leading entertainment production company, ([Alsaro.ch](#)). Alsaro, both video games and the metaverse. A collaboration contract has been entered into with this company, both for cross-marketing activities and the development of all facets of the Urano Ecosystem metaverse; subsequently, play-to-earn games, developed in such a way as to allow immersive interactions of the user, who will be able to use their avatar in the metaverse, walking around, participating in live sporting or musical events, watching a film premiere as an alternative to the cinema, attending training courses, playing their favourite video games with friends, or participating with them in exciting treasure hunts around the metaverse, solving exciting escape rooms, earning rewards, or becoming partners and buying land or buildings to develop and use commercially or to resell, always earning a profit in URANO tokens.

The proprietary metaverse of the URANO Ecosystem will also include a marketplace that will allow users to exchange all the NFTs of the ecosystem, as well as sell products and services;

The project will be presented at upcoming film festivals as an innovative crowdfunding tool made available to filmmakers for the production of even very expensive films.

URANO will directly produce two major motion pictures by issuing innovative purpose NFTs that will enable investors to participate in the project and the profits. The expected media resonance is significant. The use of the URANO Utility Token will increase more and more, thus supporting its price, which will inevitably rise in a short time.

### **Passive income:**

Users can earn passive interest on a daily basis by holding utility tokens within the official URANO website, using the innovative staking hubs or using traditional staking platforms.

Staking (or depositing tokens on the uranoecosystem.com) as described above, will allow users to receive a reward in URANO tokens, whose market price will increase organically thanks to the many profit-generating activities carried out inside the ecosystem.

In this case, users earn dividends from:

**Exclusive and innovative patents** in the green economy that will generate constant royalties, of innovative machinery and products that will also be sold through the marketplace.

Contracts already exist with public administrations that will generate several million euros a year in profits, thanks to the exclusive partnership with Pyrex, a world-leading manufacturer of waste disposal plants – which do not release any pollutants and produce clean energy.

All buy and sell transactions, through buy and sell taxes inserted in the smart contract, when URANO is listed on a Uniswap or Pancakeswap DEX, and subsequently with the fees of the proprietary CEX (centralised exchange) that will constantly generate profits.

Generation and exchange on the Urano website of the NFTs that the ecosystem will produce; generation and exchange of innovative NFT boosters designed to increase the returns from URANO staking, those for the NEXT Metaverse and films. In addition, special financial NFTs will be created to raise funds for the development of classic green and industrial projects that URANO will select, obtaining dividends and/or patent shares in return for the entire duration of the economic activity in question. All of these can always be exchanged on the marketplace.

A DAO-type investment fund will also be set up with the same rationale, in which users can participate by purchasing a certain amount of URANO tokens and the corresponding financial NFT.

Management of an industrial hub already existing in Tirana, Albania. Issuance of related financial NFTs

Production and distribution of two major films

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Profits from the use of the various multiplayer play-to-earn games developed

Proceeds from the URANO Launchpad

Income from the sales system of tokenised ads created by Metaversus TV.

Usage fees generated by space shopping and the NEXT Metaverse, with all its ecosystem of dedicated NFTs

Commission generated by the Urano credit card

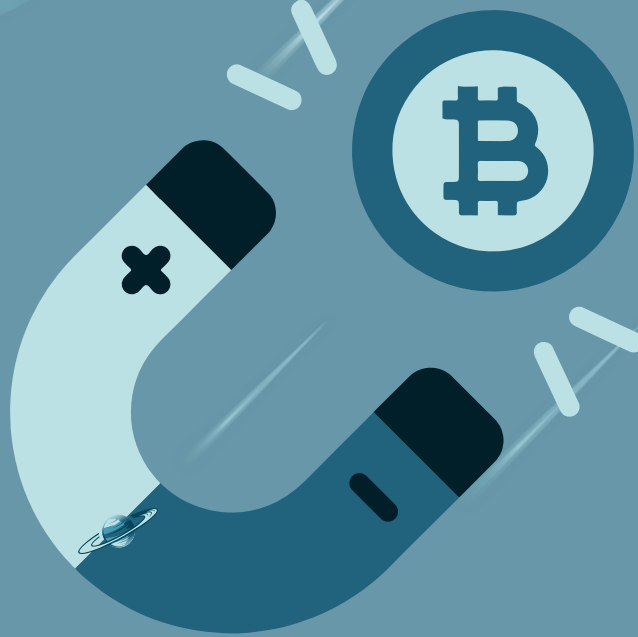
Dividends generated by the many real estate and financial projects in which interests and shares in patents were acquired through the sale of dedicated financial NFTs.

Investors will be able to passively participate in all these activities!  
How?

- 🚀 By purchasing financial NFTs from the URANO Ecosystem: which will entitle investors to a share of the profits, to be paid out three times a year; A detailed budget will be provided for each specific business which will give an idea of the future revenue expected by the investor. Rewards will be paid in stablecoins
- 🚀 By purchasing URANO utility tokens whose value will exponentially increase over time.

Several functions are provided to protect the price of the URANO token, and thus the investors' assets, both at launch and afterwards; they are explained in detail in this document in the section 'SMART CONTRACT.'

# PROFIT-GENERATING ACTIVITIES OF THE ECOSYSTEM



# STAKING OF THE URANO UTILITY TOKEN



Each user can connect via web3 to [uranoecosystem.com](https://uranoecosystem.com) and activate infinite staking contracts, each of which will be independent and individually managed by the smart contract. The security of the pool is guaranteed by a certik security audit.

All rewards are allocated at the time the staking contract is entered into. If there is no coverage to guarantee the promised interest, the staking will not be successful.

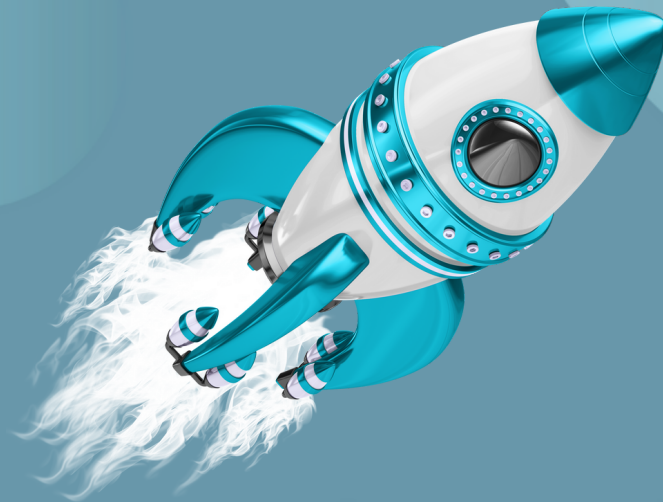
The only fees applied are those relating to the deposit, which are 1%.

URANO STAKING YIELDS	APY
1 MONTH BLOCK	8%
3 MONTH BLOCK	10 %
6 MONTH BLOCK	12%
12 MONTH BLOCK	18%
24 MONTH BLOCK	25%
36 MONTH BLOCK	30%

Unlocking is only possible at the end of the staking period. Paid and earned tokens will be sent to the user's wallet immediately and contextually.

The APY of all staking contracts can be increased by purchasing an NFT booster. Each NFT can only be applied to one staking contract at a time.

# NFT BOOSTERS



NFT boosters or stake modifiers are NFTs that are minted by the user on the URANO Ecosystem website 3.0. They have the function of increasing the staking return of the URANO token by 20% to 400%.

The minting will be random, so it is not possible to know beforehand what percentage increase the NFTs will have. Up to 10 NFTs can be minted in a single operation.

The aforementioned NFT boosters or stake modifiers can be applied on all periods, and are valid from the moment they are activated (sent to the smart contract), until the scheduled end of the stake.

For the sake of clarity, the 400% stake modifier of the NFT applied to a one-month staking contract (8% APY) will not raise the return to 32% APY but to 408%.



The limit for each individual staking contract is set at a minimum of 200,000 and a maximum of 100,000,000 URANO tokens.

Therefore, as many NFT stake modifiers as there are active staking contracts can be applied at any time.

NFT boosters can be resold on the URANO Marketplace or on Opensea. They can also be deactivated at any time and removed from the stake, which will instead remain active until the end of the period.

From the moment of removal onwards, the APY will revert to the base APY, depending on the lock period.

TOTAL SUPPLY	10.000	
NAME	%BOOST APY	RARITY
DIAMOND	400%	0,1%
PLATINUM	100%	5,0%
GOLD	40%	14,9%
SILVER	25%	30,0%
STEEL	20%	50,0%

## STAKING HUBS



These guarantee the investor who purchases them (available in presale only) a 73% return on the APR, paying from 0.2% interest per day, in URANO tokens, which can be immediately withdrawn or reinvested by activating the compound.

The staking hubs have a duration of 5 years.

The interest disbursed halves every year, consistent with the project that provides for a significant increase in the value of the URANO token over time.

Therefore, after 5 years, if you decide to activate the compound and do not make any withdrawals during the period, 100 tokens will become 207.36 after the first year, 298.65 after the second, 358.43 after the third, 392.69 at the end of the fourth year and 411.05 at the end of the fifth.

In the meantime, the price of URANO will most likely have increased by dozens of times.

There are different sizes of staking hubs so that all investors can be involved. They start from \$100 up to \$10,000. Of course, there is a decreasing price reward system for those who invest more.

Features and types of URANO staking Hubs that can be purchased

At public presale, the investor will purchase a staking hub, i.e., a 'virtual' non-fungible token that will generate a certain daily percentage of URANO tokens, for a period of 5 years.

The initially purchased tokens will be unlocked annually.

Accrued interest, on the other hand, is available on a daily basis to be sold or compounded, and thus significantly increase the APY.

- ✦ First year: yield of 0.2% APR per day
- ✦ Second year: yield of 0.1% APR per day
- ✦ Third year: yield of 0.05% APR per day
- ✦ Fourth year: yield of 0.025% APR per day
- ✦ Fifth year: yield of 0.0125% APR per day

The user will be able to activate and deactivate the auto-compound each month, which allows the above yields to be autoMATICally increased by compound interest. The auto-compound will be activated without taking any action.

In this case, the interest will not be disbursed daily but will be reinvested.

The tokens of the staking hub purchased will be unlocked as follows:

At 365 days, unlocking of 30% of tokens initially purchased with the staking hub, plus the interest accrued and not reinvested in the meantime.

At the end of the second year, 25% of the tokens will be unlocked

At the end of the third year, 20%

At the end of the fourth year, 15%

At the end of the fifth and final year, the remaining 10%

Example: if i purchase a \$ 10,000 staking hub, which corresponds to 200,000,000 URANO tokens.

I will accrue 73% of URANO tokens by the end of the first staking year without compound activated: thus, 146,000,000 URANO tokens.

At the end of 365 days, i will then be able to unload 30% of 200,000,000, i.e., 60,000,000, plus all the profit (if i have not compounded the interest), thus another 146,000,000 for a total of 206,000,000, corresponding to 103% of the amount of tokens initially purchased.

At that point, the staking hub purchased remains active with 140,000,000 tokens, which will yield 0.1% per day, and so on until the end of 5 years.

Staking hub sizes available for purchase

Staking hubs will only be available for purchase until the tokenomics percentage supply is used up

STAKING HUB	RATIO	PRICE	LOCKED URANO TOKENS	INITIAL DAILY R.O.I
BASE	0,6	100,00€	1.200.000	0,20%
LIGHT	0,65	200,00€	2.600.00	0,20%
STANDARD	0,75	500,00€	7.500.000	0,20%
SILVER	0,85	1.000,00€	17.000.000	0,20%
GOLD	1	5.000,00€	100.000.000	0,20%
PLATINUM	1	10.000,00€	200.000.000	0,20%

## TARGETED NFTS



Purpose NFTs can be issued within the URANO Ecosystem and are linked to a single defined project. These tokens will remunerate investors with a share of the rights and profits obtained from the project in question. (for example, production of a videogame or film, or a green industrial plant, which will be financed through the purchase of targeted financial NFTs by investors).

The net earnings obtained by the URANO Ecosystem for each individual project will be shared with investors. It will normally be 50% but may vary according to the proportions that will be communicated from time to time at the beginning of the collection campaign.

This dividend – disbursed every four months – will remain active for the entire duration of the project in question, starting from its operation on the market.

In fact, it is as if the investor community becomes a partner in the project proposed by URANO. In any case, the profit share, specified each time, will be divided among all NFT holders, which can also be purchased in quantities greater than one.

Example: a collection of NFTs is issued to produce a film for \$2,000,000; \$1,000,000 of profits are generated in one quarter. 1000 NFTs were issued for this purpose at a cost of \$2000 each.

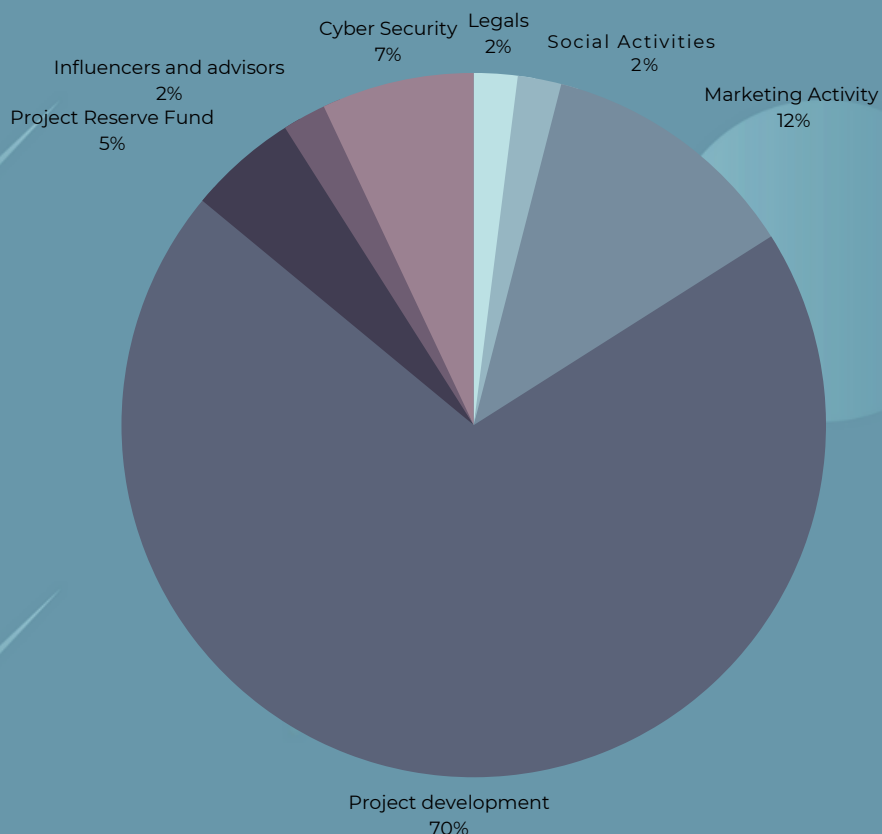
For the quarter in question, each participant will be paid a share of  $1,000,000 \times 50\% \div 1,000 = \$ 500$  for each NFT held. The dividends will be paid out in USDT, BUSD or, at the user’s choice, also in URANO tokens. They can then be staked in the appropriate section of the website in order to further increase the investor’s earnings. Ordinary staking, in fact, yields from 8% to 30% per year (depending on the locking period of the tokens chosen), while the yield for those boosted by NFT boosters can vary from 28% to 430% per year.

These NFTs (targeted or booster), even if issued in limited numbers, will always be transferable and purchasable on the URANO website, via the special marketplace (as soon as it becomes available), and on the main global NFT marketplaces as of now (such as Opensea).

The value of these NFTs can increase considerably if the project for which they guarantee dividends is very profitable.

The graphic theme of the NFTs to be minted should be that of the green economy, but it will depend greatly on the type of project to which they relate.

These NFTs will also allow holders to participate with financial benefits (bonuses or discounts) and with top priority (whitelisting by right) in the launch of new opportunities that the URANO Launchpad will host in the future.



# URANO TOMORROW NFTS



The project foresees the possibility of generating and offering financial NFTs to investors that will guarantee the sharing of profits of a DAO-type investment fund, URANO Tomorrow, created with contributions from the minting of the NFTs themselves.

It will operate according to the indications that will be given from time to time by investors who are eligible to vote (holders of NFTs with certain characteristics of rarity, or more common NFTs together with a certain quantity of URANO tokens).

Voting will be public and will take place via blockchain through a certified smart contract.

NFTs and tokens that give access to voting rights must be staked to guarantee access to dividends, for a minimum period to be notified as required. Minimum of 3 months and maximum of 36 months, depending on the characteristics of the project to be voted on by the community. This will contribute to creating a solid and growing price floor.

Both tokenized real estate transactions and financial transactions involving works of art will be carried out, which will also be tokenised to allow the participation of even small investors.

# URANO LAUNCHPAD



The DAPP will have a launchpad at its core that can be used by new currencies that decide to use the URANO Ecosystem to market their assets, both NFTs and traditional tokens, on either the Ethereum, Polygon or BSC network.

Investors holding financial NFTs in the URANO Ecosystem, or who are staking a certain amount of tokens, will have privileged access to presales on any blockchain and will be able to purchase without queuing or being whitelisted.

Functions of the launchpad:

**Complete documents** of the developers (to list their coins, they will have to provide the documents of those who operate on the relevant wallets, which will be provided to the competent authorities autoMATICally in the event of a scam or rugpull, even in the days following the launch.

**Assessment of the risk of investing** in the token being launched by our technicians, (preliminary verification of the smart contract and social media), with an evaluation that will be published on the presale page, to give a benchmark to potential investors who want to use the platform.

**Possibility of offering liquidity locking services** or certain wallets for predefined periods

Easy and intuitive **token airdrop** services

**Impossible to make a rugpull:** liquidity is blocked by default as soon as a presale is closed. Liquidity must be blocked for at least 6 months.

Use of **URANO** tokens to purchase coins in the launchpad, giving preference to the largest investors in the URANO Ecosystem with private rooms at a low price

The service will be a **paid service** for token holders who decide to take advantage of the above system, payments in URANO tokens only.



# URANO CENTRALISED EXCHANGE [CEX]



We will set up our own centralised multi-chain exchange, which will operate on all major blockchains, allowing investors to easily exchange their tokens for URANO tokens, and vice versa.

- ✈ Fees will only be payable in URANO tokens in order to get discounted rates.
- ✈ The currency used to exchange the tokens will be URANO tokens. URANO tokens will be converted into BNB, ETH, BTC, USDT, etc. Instantaneously and will be included in the price of the fees, at the market price at that precise moment.

Transaction fees within the exchange will be minimal, at a rate of 1.5%, decreasing to 0.05% (the more URANO tokens moved in the month, the lower the fees – kraken model) - each transaction carried out on the URANO Exchange will earn green points. Upon reaching a certain score, NFT green certificates will be issued to users, certifying that they have contributed to reducing co2 emissions in the world.

Upon reaching a certain amount of green certificates, investors will receive bonuses: in URANO tokens, in platform services, or a higher APR in staking.

Holders will also receive referral bonuses if they bring in other investors or users, who, in turn, will be rewarded with the above points. These points will generate the aforementioned NFT, with real value, which will be exchangeable on the marketplace.

The URANO Blockchain, layer2 of Ethereum, characterised by high speed and security and very low transaction fees, will be implemented at the same time as the exchange.

The exchange will include the ability for users to activate a debit card linked to their account, so that they can use their cryptocurrency as real-world currency in a simple and inexpensive way.

#### **Value-added services of the CEX**

The following package of services will be available to currency holders:

- ✦ Trading reports, with the most important and relevant news of the day and the following week, with a risk assessment system carried out scientifically according to a procedure shared with investors.
- ✦ Possibility of copytrading, i.e. associating a user's wallet with that of a successful investor present on the platform, autoMATICally making exactly the same moves as the investor, deciding the leverage (positive or negative) to be used with respect to the amount invested by the wallet the user decides to copy. Involvement of the best performing traders for this project, who will be remunerated in URANO tokens in direct proportion to the amount of users copying them.
- ✦ URANO Academy: access to online training courses with multilingual videos explaining both the basics and the more complex strategies of the crypto world
- ✦ News channel, with email notifications of the most relevant news and market movers in the crypto world.
- ✦ Android and IOS applications to allow users to quickly access and view their wallet, make transactions, buy and sell crypto-assets, view charts and the most important indicators quickly and safely.

# FINANCING OF GREEN PROJECT. BUSINESS ANGELS



The project is scalable and aims to significantly reduce the environmental impact.

The URANO fund will be used to finance the commercial development of patents, mainly but not exclusively, in the green economy.

(partnerships are also being explored with real estate companies for projects to purchase, renovate and resell properties around the world through the DAO fund).

In return for support in business development and funding, inventors (or business partners of the individual project) must permanently assign a portion of the share capital or intellectual property rights to Urano.

Part of the proceeds deriving from the use of these patents will be distributed to the holders of URANO Financial NFTs in stablecoins or URANO tokens, depending on the specific characteristics of the project.

The proceeds due to the Urano Team will be partly used to purchase URANO tokens and NFTs to be placed in a corporate value reserve. This action supports the price in the long run.

Innovative products and related financial NFTs will also be available for purchase on the URANO Marketplace, guaranteeing commissions, as well as generating volumes for the ecosystem.

These products and services will be available for purchase at a discount if payment is made in URANO tokens. In any case, fees are paid in URANO tokens.

# NEXT. THE METAVVERSE OF THE URANO ECOSYSTEM



The NEXT Metaverse will be built in layers: there will be a main open world, common to everyone, which will allow users to enter different worlds and take part in mind-blowing experiences, passing through 'portals' with different destinations that will be actual sub-layers of the main Metaverse.

One of these will be a large city, which will offer a real shopping 3.0 experience inside certified businesses (each user can open one if they wish), containing virtual and real showrooms and consultants who will be able to answer all questions regarding the products and services that can be purchased.

Each purchase in the NEXT Metaverse will allow users to obtain an NFT. This NFT can be used and exchanged within the Metaverse itself and will serve as a real receipt for the purchase. The purchased item will be delivered to the preferred address of the user, to be indicated during the burning of the NFT itself. The dispatch of the purchased item is requested at the time the NFT is sent to the URANO smart contract. The delivery address of the product or service will be indicated at that time. Users can therefore decide to keep and use their item within the NEXT Metaverse in any way they can think of, or decide to take it out of the virtual world and convert it into something tangible, which will be delivered to their home.

A further innovation is that the items to be purchased will be fully viewable in 3d in the metaverse, providing a much better shopping experience than traditional online shopping. The user will also be able to choose whether to hold the NFT of the purchased item, which in some cases, for valuable products, could acquire a significant value over time (for example, the NFT of a Lamborghini or Ferrari, Rolex, Cartier, etc.) Or have the real item delivered.

In addition, companies wishing to be present in the new virtual world would gain multiple advantages. Firstly, they would be present in a sector that is expanding exponentially, and then they would have the possibility to carry out targeted marketing actions by purchasing a real advertising space in next's virtual main square, gaining visibility and flanking traditional marketing actions with innovative marketing, which will gain more and more attention in the global economy, especially for certain product categories.

In the not-too-distant future, this system will also allow large brands to reduce their expenditure for the maintenance of physical shops, which will be replaced by virtual shops. This will offer many more advantages since they can be easily and quickly reached by users worldwide.

## SHOPPING SPACE



Users will be able to access the innovative marketplace developed by the URANO Ecosystem via web3, connecting their DEX wallet to the site, which will act as a unique consumer identification.

The marketplace will make it very easy for users to sell all items that need to be purchased, becoming a proactive part of the Urano Ecosystem: tickets to concerts, training courses on any topic, and for any sector, live sessions with their favourite lecturers. Users will be able to put their urano entertainment NFTs up for sale, rent them to players for short periods and earn rewards, as well as generate the NFTs themselves using the special creation tool. Users will also be able to buy and sell financial NFTs related to any project, from the DAO URANO Tomorrow fund to the tokenised advertising agency of Metaversus TV.

It will also be possible to create anthropomorphic NFTs with the user's likeness (e.g., eye colour, hair length and style, face shape, height, build, etc.)

These self-produced avatars will allow users to interact within next's gaming sector, upgrading them to then play or simply use them to go shopping in the shops present inside the NEXT Metaverse, or meet up with friends in a virtual square and have a chat with them using the 3d visor if desired. Users can also go, alone or with others, to a concert or to watch a sports match.

Sales and generation fees and commissions on sales made will only and exclusively be paid in URANO tokens.

All the shops present inside the NEXT Metaverse will be autoMATICally replicated here on the marketplace, so as to increase visibility and allow easier purchasing even for those who do not like to operate in the virtual world.

It will also be possible to buy land on planet Uranus and build entire cities on it, open shops, rent commercial spaces, venues for sporting and musical events, training rooms, and luxury boutiques.

In order to build and then develop anything, it will be necessary to own or rent the land on which to build it; that will be an NFT.

Several auctions of plots of land (NFT) will be held over time. As the areas sold are properly colonised, another area of the URANO Metaverse will be subdivided, where it will be possible to build, and which will be integrated into the NEXT Metaverse.

# METAVERSUS TV AND TOKENISED ADVERTISING AGENCY



Metaversus TV will become the platform of choice for the television entertainment 3.0 offer. It will take advantage of the extensive web3 features, and will enable the user to be directly involved in the content selection and optimisation processes.

Therefore, it is not a rigid and predefined programme schedule, but a dynamic and varied offer, allowing users to enjoy quality content, either targeted according to their profile, or manually by browsing all the other content available through a catalogue/search engine.

There will also be a “today’s must-haves” section that will propose sponsored content to all users.

Users can change their role while enjoying multimedia content, going from passive spectator to active player, they can express their opinion, release comments and reviews that will be visible to everyone, earn cryptocurrencies with play-to-earn or watch-to-earn systems, and in some cases, even vote for the continuation of the plot of a tv series or soap opera.

The only limit is imagination. The blockchain also makes it possible to solve the countless and long-standing issues surrounding the remuneration of image rights or copyrights, which could be regulated in real time by a smart contract without the possibility of error or data manipulation.



The URANO Ecosystem will also provide for the creation of an innovative tokenised advertising agency, which will make it possible to purchase advertising space or time slots in the programme schedule to offer viewers their content. This will be done by exploiting the organisation and potential of the URANO Ecosystem, which will promote it within its social media channels, but also through its proprietary broadcaster, Metaversus TV, the commercial initiatives purchased by the customer using special NFTs, generated through smart contracts directly by the user who purchases them, each of which entitles them to a specific and well-defined service, according to the terms and limits specified at the time of purchase. During this phase, they are supported by a robotic assistant, or in some cases even by a human assistant, who guides the potential purchaser to choose the service best suited to their needs. Purchases will be made in URANO tokens or using any other cryptocurrency, always passing through a manual or autoMATIC swap in URANO tokens, directly from the platform, at the same time as the purchase of the NFT.

Users will be able to choose from the following options:

#### Classic advertising

- ✍ **Classic NFT:** 30-second advertising spot, repeated three times in one day, on the chosen channel
- ✍ **Classic plus NFT:** 30-second advertising spot, repeated three times in one day for one week
- ✍ **Premium NFT:** 30-second advertising spot, repeated five times in one day
- ✍ **Premium plus NFT:** 30-second advertising spot, repeated five times in one day for one week
- ✍ **Advance NFT:** 30-second advertising spot, repeated ten times in one day for one week
- ✍ **Advance plus NFT:** 30-second advertising spot, repeated ten times in one day for one month
- ✍ **Custom NFT:** users purchase one NFT for every 10 seconds of advertising spot, repeated five times in one day for one week (NFT summable: with two NFTs users can get both a 20-second advertising spot five times in one day and a 10-second advertising spot ten times in one day)

The URANO Agency is not responsible for producing the ads, which must be provided by the user. Services are available from third parties and can be purchased in a bundle together with the selected NFT. Costs to be defined. Purchases are invoiced by a regular swiss company. Payments can also be made by bank transfer in euros or swiss francs. In this case, exchange costs will be charged to the purchaser (from fiat to URANO)

## PARTNERSHIP NFTS



**URANO's supporter NFT:** by purchasing this NFT, customers acquire the right to a space of a maximum duration of 90 minutes in the tv programme schedule, for holding any kind of corporate event, with the possibility to also purchase the participation of artists, musicians, actors, directors, etc. To give greater prestige and personalisation to the event, which can be for free or for payment, with no limit on the number of participants or with a closed number of participants (ticketing management carried out by Metaversus TV – a commission of 2% is charged on each ticket); launches of new products or services, communication to holders or stakeholders, company presentations, meetings and anything else that is legally feasible.

Up to 10 minutes of advertising may be inserted in the Metaversus TV event (which will be appropriately placed within the event itself); it will not generate any remuneration for the purchaser and will not count towards the 90 minutes purchased by the customer.

**URANO's friend NFT:** by purchasing this NFT, customers acquire the right to a space of a maximum duration of 120 minutes in the tv programme schedule, which can be used for a maximum of two single events organised on different days, for holding any kind of private or corporate event; with the possibility to also purchase the participation of artists, musicians, actors, directors, etc. To give greater prestige and personalisation to the event, which could be for free or for payment, with no limit on the number of participants or with a closed number of participants (ticketing management carried out by Metaversus TV

a commission of 2% is charged on each ticket); launches of new products or services, communication to holders or stakeholders, company presentations, meetings and anything else that is legally feasible. Up to 10 minutes of advertising may be inserted in the Metaversus TV event (which will be appropriately placed within the event itself); it will not generate any remuneration for the purchaser and will not count towards the 120 minutes purchased. With this NFT, users have the option of selling advertising space themselves, which will be placed by Metaversus TV in addition to the previous ones. The maximum that can be sold by the user will be 10 minutes of advertising space for every 90 minutes of transmission. Payment for the spaces will be made to Metaversus TV, which will refund the portion due to the customer (minus a 5% handling fee), by midnight of the day following receipt of payment, in stablecoins or fiat-backed stablecoins, weekends and holidays excluded.

**URANO's partner NFT:** by purchasing this NFT, the customer acquires the right to a space of a maximum duration of 480 minutes in the tv programme schedule, which can be used for a maximum of 8 individual events on different days, to be held within two months; for holding any kind of private or corporate event, with the possibility to also purchase the participation of artists, musicians, actors, directors etc. In order to give greater prestige and personalisation to the event, which could be for free or for payment, with no limit on the number of participants or with a closed number of participants (ticketing management carried out by Metaversus TV - a commission of 2% is charged on each ticket); launches of new products or services, communication to holders or stakeholders, company presentations, meetings and anything else that is legally feasible. Up to 10 minutes of advertising may be inserted in the Metaversus TV event every 90 minutes of transmission (which will be appropriately placed within the event itself); it will not generate any remuneration for the purchaser and will not count towards the minutes purchased. With this NFT, users have the option of selling advertising space themselves, which will be placed by Metaversus TV in addition to the previous ones. The maximum that can be sold by the user will be 10 minutes of advertising every 90 minutes of transmission. Payment for the spaces will be made to Metaversus TV, which will refund the portion due to the customer (minus a 5% handling fee), by midnight of the day following receipt of payment, in stablecoins or fiat-backed stablecoins, weekends and holidays excluded.

**URANO's family NFT:** by purchasing this NFT, the customer acquires the right to a space of a maximum duration of 960 minutes in the tv programme schedule, which can be used for a maximum of 16 single events organised on different days, to be held within six months; for holding any kind of private or corporate event, with the possibility to also purchase the participation of artists, musicians, actors, directors, etc. In order to give greater prestige and personalisation to the event, which could be for free or for payment, with no limit on the number of participants or with a closed number of participants (ticketing management carried out by Metaversus TV – a commission of 1.5% is charged on each ticket); launches of new products and services, communication to holders and stakeholders, company presentations, meetings and anything else that is legally feasible. Up to 10 minutes of advertising may be inserted in the Metaversus TV event every 90 minutes of transmission (which will be appropriately placed within the event itself); it will not generate any remuneration for the purchaser and will not count towards the minutes purchased. With this NFT, users have the option of selling advertising space themselves, which will be placed by Metaversus TV in addition to the previous ones. The maximum that can be sold by the user will be 10 minutes of advertising every 90 minutes of transmission. Payment for the spaces will be made to Metaversus TV, which will refund the portion due to the customer (minus a 3% handling fee), by midnight of the day following receipt of payment, in stablecoins or fiat-backed stablecoins, weekends and holidays excluded.

All non-fungible tokens (NFTs) purchased will enable customers to benefit from the dissemination action that the URANO Ecosystem will carry out on its channels and on its website to inform as many users as possible about the event (information material and posters/banners must be provided by the customer). Admission tickets will be sold in the special section of the event that will be created on the Urano Ecosystem on the page dedicated to Metaversus TV. This page will contain constant active marketing activities for the promotion of its content and services. Free advertising activities will also be included on Metaversus TV, both in streaming and on digital terrestrial (excluding presentation films) for purchasers of partner and family NFTs.

# CONTENT CREATORS NFTS



Content creators will be at the centre of the new tv concept that Metaversus TV wants to set up.

They will be able to generate special NFTs for publishing their videos on the platform, which will be proposed to users with a logic of meritocracy. The algorithm mostly takes into account the most-liked content.

Once the video is ready to be uploaded to the platform, a member of the advertising agency's team will be on hand to support the artist in indexing their content so that it can be easily found and viewed by users who are interested in the topic in question, and who will use one or more keywords in the platform's internal search engine.

This team member will categorise the contribution so that it can be proposed to advertisers interested in reaching the target audience potentially interested in viewing their advertising messages.

Each piece of content will then be linked to the unique NFT of its creator, which will serve as a wallet to receive the revenue from their video. The revenue will be determined as a share of the profits collected from advertisers, according to the following formula: total amount collected minus costs incurred for infrastructure and advertising, divided by two. The revenue will be paid monthly to the wallet of the artist holding the NFT.

Therefore, the content creator will earn as much as Metaversus TV.

The system is designed to ensure greater remuneration for content creators with a larger following and therefore greater advertising revenue.

The figure that will determine the amount collected will be the number of views, similar to Youtube.

To be considered valid, the views must respect certain parameters (viewing of more than 50% of the content, inability to put the browser in the background, etc.)

There are three different types of NFTs for content creators:

- ✍ **Rookie:** allows the creation of up to 50 pieces of content, with a maximum duration of 30 minutes each
- ✍ **Goodboy:** allows the creation of up to 100 pieces of content, with a maximum duration of 45 minutes each
- ✍ **Man:** allows the creation of an infinite number of content, with a maximum duration of 60 minutes each
- ✍ **Professional:** no limits on the number or duration of the content

The NFTs that allow users to receive rewards can be transferred on the marketplace and have a cost. Metaversus TV will reimburse this cost by giving the content creator 10% of the monthly revenue due to the platform for each piece of content, up to a total reimbursement of the amount initially spent by the artist.

# URANO ENTERTAINMENT NFT



A series of NFTs with different market releases over time is planned, allowing interaction with the ecosystem. They will depict avatars (game characters), features, gadgets, weapons, armour and defence systems, lands, buildings, etc. The avatars will be graphically designed by the game company, while URANO will take care of their technical implementation and interaction with the game associated with the film, also using internal resources for developing the necessary integrations. In this case, the reference blockchain will be polygon.

The NFTs mentioned above will be mined with presale minting (whitelist first and then public). The minting will be posted on all social media networks by influencers and through discussion groups on Reddit, Telegram, Facebook and Twitter.

To be eligible for whitelisting or private sale, users will have to complete certain social tasks. This will allow URANO to simultaneously develop its social channels and the video game quickly and effectively. One will advertise the other. The marketing leverage will be significant.

URANO Entertainment NFTs will be tradable on major marketplaces such as Opensea, and on the Urano system's internal marketplace: space shopping.

From the latter, the user will be able to carry out all NFT-related transactions.

The only currency accepted within the marketplace will be URANO tokens.

It will also be possible to make purchases with a credit card or major cryptocurrencies such as Ethereum, USDT, BTC, MATIC; but in this case, a swap with URANO tokens will be carried out autoMATICally and the user will be charged for this swap transaction. This conversion is carried out by a third-party company that will provide users with the highest security guarantees.

# URANO PRODUCTIONS



Innovative financing system for the benefit of the film industry.

Through the signing of an innovative financing contract, stipulated with film production and distribution companies (agreements have already been signed with Alba Produzioni e Mediterranea), URANO aims at becoming a major player in the world of cinema, thanks to its innovative financial NFTs. These NFTs will allow producers to obtain useful resources from the market to develop and distribute their films.

The system guarantees financial backers, who will purchase the special NFTs on the URANO website, transparent reporting, and a share in the profits generated by the film rights, which will be co-owned by URANO and the community. The films will of course be able to access public funds intended to support the film industry, which will support the project's economy. This system allows the profits to be shared with the community, after deducting expenses, which will be paid out every 4 months in stablecoins from the film's theatrical release.



# TARGET MARKET

The target market is both the consumer and company, in its broadest sense. In fact, the services and opportunities offered are useful and interesting for both the large multinational corporation and the neighbourhood shop or the private user.

A specific and dedicated marketing strategy will be identified for each target audience in order to find investors and consumers in every possible market.



# DISCLAIMER

This document illustrates the vision, philosophy, characteristics, innovations and opportunities offered by the URANO ecosystem.

As a technical document, its purpose is to provide a comprehensive introduction to URANO.

Nor does it provide any guarantee of the success of the development plan described.

This document does not represent a binding agreement between the producers of the document and its readers.

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